

White Balance

This is really easy and very effective!

White balance simply is how warm (orange) or cool (blue) your image is. Different lights will make an image cooler, or warmer.

Natural light is the best light - it gives a cooler, true to life white balance. Artificial light like light bulbs etc indoors tend to give a much warmer light.

Get it right in camera if possible!

You will have the option to choose your white balance in camera. For years I used cloudy, and that worked just fine for me as I mainly do my shoots outdoors. But, it didn't work so well indoors. That's when I discovered KELVIN. This is an option on your white balance options on your camera and it's letting you choose how warm or cool your camera takes its images.

I have my camera set to 7140K or 6670K depending on my camera. Have a play with yours!

Correcting in post

Once you have brought your images in to your editing software (I recommend Lightroom), you have the chance to correct your white balance. In Develop, you can use the dropper to select a neutral area on your image to set the white balance. Try and choose something grey. Or use your eye to adjust the white balance. This can add to your composition if you would prefer the image cooler or warmer. It's your choice.

Use a grey card

Studio photographers will use a grey card to set their white balance. Their light source is not changing in any way so this works beautifully. They put the grey card in the set before they start, take an image then start their shoot. In post, they dropper the grey of that grey card and sync the white balance setting produced from this to the whole set of images. GENIUS! Only problem is with working outdoors and indoors with natural light is the light changes constantly, so this doesn't really work unless you are staying put or want to use the grey card in every new set. Bearing in mind if a cloud moves your white balance will have changed yet again.....

Skin tones

I ALWAYS correct my white balance before taking an image in to Photoshop to edit further. It is the first thing I correct. See more in my basic edit video. It's essential for your greens and skin tones to be correct.